



WXYZ

# ORDER

Print Date 11/16/12

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Flight Dates **11/01/12-11/06/12**

Contract / Revision      **316474 /**

Original Date / Revision  
10/31/12    11/01/12

Advertiser **The People Should Decide C**

Agency    **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Product

**TPSDC People Should Decide Com**

Agency Com    15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **N01N06**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS Ballot

Product Codes PL

Priority          FX

Advertiser Ref

Primary Account Executive  
Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo     | 100%   |            |          |

Order Share %      Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          |        |
| UNKWN             | 100%       |        |
| WADL              | %          |        |
| WDIV              | %          |        |
| WDWB              | %          |        |
| WJBK              | %          |        |
| WKBD              | %          |        |
| WLPC              | %          |        |
| WPXD              | %          |        |
| WTVS              | %          |        |
| WWJ               | %          |        |

## Order Totals

| Month         | # of Spots | Net Amount         | Gross Amount        | Rating      |
|---------------|------------|--------------------|---------------------|-------------|
| November 2012 | 18         | \$93,266.25        | \$109,725.00        | 0.00        |
| <b>Totals</b> | <b>18</b>  | <b>\$93,266.25</b> | <b>\$109,725.00</b> | <b>0.00</b> |

## Billing Plan

| Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/29/12   | 11/05/12 | 18      | \$93,266.25 | \$109,725.00 |

| Ln    | Ch   | Start             | End             | Inventory Code        | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |             |
|-------|------|-------------------|-----------------|-----------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
|       |      |                   |                 |                       |       |                |         |     |                   |             |     |               |      | Spots  | Amount      |
| N 1   | WXYZ | 11/01/12          | 11/02/12        | M-F 4-5pm<br>Dr. Oz   | CM    | 4-5pm M-F      | ---TF-- | :30 | 2                 | \$3,500.00  | FX  | 0.00          | NM   | 2      | \$7,000.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week: |      | 10/29/12          | 11/04/12        | ---TF--               |       |                |         |     | 2                 | \$3,500.00  |     | 0.00          |      |        |             |
| N 2   | WXYZ | 11/01/12          | 11/02/12        | 5p News<br>5-6pm M-F  | CM    | 5-6pm M-F      | ---TF-- | :30 | 2                 | \$5,000.00  | FX  | 0.00          | NM   | 2      | \$10,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |
| Week: |      | 10/29/12          | 11/04/12        | ---TF--               |       |                |         |     | 2                 | \$5,000.00  |     | 0.00          |      |        |             |
| N 3   | WXYZ | 11/01/12          | 11/02/12        | 7p News<br>M-F 7-730p | CM    | 7-730pm M-F    | ---TF-- | :30 | 2                 | \$6,500.00  | FX  | 0.00          | NM   | 2      | \$13,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |             |



WXYZ

Print Date: 11/16/12

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Contract / Revision **316474** Flight Dates **11/01/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 11/01/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **TPSDC People Should Decide** Estimate # **N01N06**

|        |      |                   |                 |  |       |                |         |     |                   |             |     |               |      | Totals       |             |
|--------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------------|-------------|
| Ln     | Ch   | Start             | End             | Inventory Code                             | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots        | Amount      |
| N 3    | WXYZ | 11/01/12          | 11/02/12        | 7p News<br>M-F 7-730p                      | CM    | 7-730pm M-F    | ---TF-- | :30 | 2                 | \$6,500.00  | FX  | 0.00          | NM   | 2            | \$13,000.00 |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
| Week:  |      | 10/29/12          | 11/04/12        | ---TF--                                    |       |                |         |     | 2                 | \$6,500.00  |     | 0.00          |      |              |             |
| N 4    | WXYZ | 11/01/12          | 11/02/12        | 12-1pm<br>M-F 12-1pm                       | CM    | 12-1pm         | ---TF-- | :30 | 1                 | \$3,500.00  | FX  | 0.00          | NM   | 1            | \$3,500.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
| Week:  |      | 10/29/12          | 11/04/12        | ---TF--                                    |       |                |         |     | 1                 | \$3,500.00  |     | 0.00          |      |              |             |
| N 5    | WXYZ | 11/01/12          | 11/02/12        | 6p News<br>6-630pm M-F                     | CM    | 6-630pm M-F    | ---TF-- | :30 | 1                 | \$6,500.00  | FX  | 0.00          | NM   | 1            | \$6,500.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
| Week:  |      | 10/29/12          | 11/04/12        | ---TF--                                    |       |                |         |     | 1                 | \$6,500.00  |     | 0.00          |      |              |             |
| N 6    | WXYZ | 11/04/12          | 11/04/12        | Action News SUN 8am<br>Action News SUN 8am | CM    | Sun 8-930am    | -----S  | :30 | 1                 | \$3,000.00  | FX  | 0.00          | NM   | 1            | \$3,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
| Week:  |      | 10/29/12          | 11/04/12        | -----S                                     |       |                |         |     | 1                 | \$3,000.00  |     | 0.00          |      |              |             |
| N 7    | WXYZ | 11/04/12          | 11/04/12        | Early News Su<br>Su 6-630p                 | CM    | 6-630pm Sun    | -----S  | :30 | 1                 | \$5,000.00  | FX  | 0.00          | NM   | 1            | \$5,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
| Week:  |      | 10/29/12          | 11/04/12        | -----S                                     |       |                |         |     | 1                 | \$5,000.00  |     | 0.00          |      |              |             |
| N 8    | WXYZ | 11/05/12          | 11/05/12        | 12-1pm<br>M-F 12-1pm                       | CM    | 12-1pm         | M-----  | :30 | 1                 | \$3,500.00  | FX  | 0.00          | NM   | 1            | \$3,500.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
| Week:  |      | 11/05/12          | 11/11/12        | M-----                                     |       |                |         |     | 1                 | \$3,500.00  |     | 0.00          |      |              |             |
| N 9    | WXYZ | 11/05/12          | 11/05/12        | M-F 4-5pm<br>Dr. Oz                        | CM    | 4-5pm M-F      | M-----  | :30 | 1                 | \$3,500.00  | FX  | 0.00          | NM   | 1            | \$3,500.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
| Week:  |      | 11/05/12          | 11/11/12        | M-----                                     |       |                |         |     | 1                 | \$3,500.00  |     | 0.00          |      |              |             |
| N 10   | WXYZ | 11/05/12          | 11/05/12        | 5p News<br>5-6pm M-F                       | CM    | 5-6pm M-F      | M-----  | :30 | 1                 | \$5,000.00  | FX  | 0.00          | NM   | 1            | \$5,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
| Week:  |      | 11/05/12          | 11/11/12        | M-----                                     |       |                |         |     | 1                 | \$5,000.00  |     | 0.00          |      |              |             |
| N 11   | WXYZ | 11/05/12          | 11/05/12        | 6p News<br>6-630pm M-F                     | CM    | 6-630pm M-F    | M-----  | :30 | 1                 | \$6,500.00  | FX  | 0.00          | NM   | 1            | \$6,500.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
| Week:  |      | 11/05/12          | 11/11/12        | M-----                                     |       |                |         |     | 1                 | \$6,500.00  |     | 0.00          |      |              |             |
| N 12   | WXYZ | 11/05/12          | 11/05/12        | 7p News<br>M-F 7-730p                      | CM    | 7-730pm M-F    | M-----  | :30 | 1                 | \$6,500.00  | FX  | 0.00          | NM   | 1            | \$6,500.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
| Week:  |      | 11/05/12          | 11/11/12        | M-----                                     |       |                |         |     | 1                 | \$6,500.00  |     | 0.00          |      |              |             |
| N 13   | WXYZ | 11/01/12          | 11/01/12        | CMA Awards<br>CMA Awards                   | CM    | 8-11pm         | ---T--- | :30 | 2                 | \$17,500.00 | FX  | 0.00          | NM   | 2            | \$35,000.00 |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
| Week:  |      | 10/29/12          | 11/04/12        | ---T---                                    |       |                |         |     | 2                 | \$17,500.00 |     | 0.00          |      |              |             |
| N 14   | WXYZ | 11/03/12          | 11/03/12        | SA 10-11am News Speed<br>SA 10-11am News   | CM    | 10-11am        | -----S- | :30 | 1                 | \$1,725.00  | FX  | 0.00          | NM   | 1            | \$1,725.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
| Week:  |      | 10/29/12          | 11/04/12        | -----S-                                    |       |                |         |     | 1                 | \$1,725.00  |     | 0.00          |      |              |             |
| Totals |      |                   |                 |  |       |                |         |     |                   |             |     |               | 18   | \$109,725.00 |             |